CENTRAL ASIAN JOURNAL OF INNOVATIONS ON TOURISM MANAGEMENT AND FINANCE



Volume: 03 Issue: 05 | May 2022 ISSN: 2660-454X

www.centralasianstudies.org/index.php/ CAJITMF

THEORETICAL AND METHODOLOGICAL FUNDAMENTALS OF CREATION AND DEVELOPMENT OF FREE TOURIST ZONES

Amriddinova R.
Abidinova L.

Received 10th April 2022,
Accepted 21th April 2022,
Online 15th May 2022

Ph.D., Samarkand Institute of Economics and Service, Uzbekistan
Master, Samarkand Institute of Economics and Service, Uzbekistan

ABSTRACT: This article explores the theoretical and methodological foundations of the creation and development of free tourist zones. The scientific work also analyzes the prospects, opportunities and ways of development of ancient tourist zones. In conclusion, the cluster approach to the creation and improvement of free tourist zones in our country, the opportunities for the development of tourist destinations have been studied

Keywords: Tourist zones, cluster, destination, tourism, tourist area

Introduction

The concept of cluster (in English cluster - cluster, link) can be interpreted as a set or combination of several different elements that have certain properties and can be considered as an independent unit. For example, we can also understand a class of closely related elements of a statistical set or a research result related to a single research topic as a cluster. In the field of information technology, a cluster is a group of computers or data storage devices connected by high-speed communication channels, while in astronomy a cluster is a group of galaxies that interact with each other by gravitational forces. super - structure is understood. Also in chemistry, a complex combination of several atoms or molecules, in physics the interrelated correlation group of elementary units represents the concept of a cluster, while in linguistics a group of closely related languages is called a cluster.

The concept of cluster was first introduced to scientific and economic circulation by Michael Porter, a professor at Harvard Business School, and later in several of his works he explained this concept in a more in-depth way. Classically, clusters are defined as groups of companies that are geographically and geographically close to each other, as well as specialized companies, service organizations, firms in related industries, and competing and collaborating

organizations.

In terms of a systemic approach, a cluster is a set of business entities in different sectors in a single organizational structure that are interconnected and operate together for a specific purpose. M. Porter defines the competitiveness of a company mainly by the competitiveness of the economic environment, which in turn shows that the effective operation of the cluster depends on a healthy competitive struggle between the cluster participants[1].

M. Porter suggests looking at the competitiveness of a country or region not from the perspective of the competitiveness of individual organizations, but from the perspective of a cluster of different network enterprises that allows for efficient use of available internal resources. Author has developed a “competition rectangle (rhombus)” consisting of four groups of advantages, which includein the figure 1.

Figure 1. Competition rectangle of tourism competitiveness.



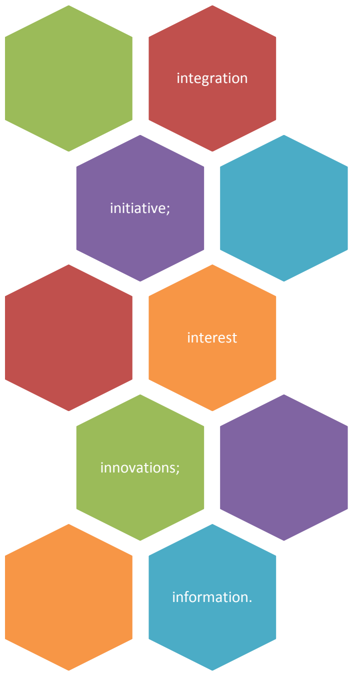
In addition, there are two additional factors that significantly affect the efficiency of cluster activities, which we should not ignore. The first of these factors is the state’s supportive policy, and the second is random processes and events. The management of enterprises and organizations do not have the ability to control random processes and events.

Beginning in the 1990s, clusters around the world began to play a key role in shaping regional development strategies for local competitive advantages of regional production systems as a geographical concentration of enterprises that allow them to operate in one place, earn high profits through cooperation and competition. This, in turn, requires a revision of the principles of

[1] Портер М. Международная конкуренция: Конкурентнкe преимущества стран. М.: Международные отношения ,1993.

industrial policy.
In essence, clusters are seen as the object of a new form of economic and industrial policy, called cluster policy, whose main goal is to increase the competitiveness of countries and regions and strengthen the economic and financial stability of regions. While ignoring the importance of legal, political, social institutions and effective macroeconomic policy, it should be noted that the gross regional product is created directly at the micro level, and the role of micro-level economic entities in improving the welfare of the region's population is very high. The effectiveness of cluster policy depends on the ability of enterprises to produce goods and services in high demand, as well as the effective use of efficient methods of organizing production, distribution and consumption.
Thus, cluster policy emerges as an important tool for development at the national or regional level, the efficiency of the business sector is directly related to the local business environment: companies with high productivity have qualified staff, are constantly aware of the processes around them, use, own improved infrastructure facilities and services, work with reliable suppliers and, arguably, work under high competitive pressure.
The cluster is usually distinguished by several key descriptive aspects. Such characteristics include: the interconnectedness of the participants and their geographical location, competition between the participants, and the overabundance of small and medium-sized enterprises. In the Figure 2, author has improved tourist clusters of tourist cites by the following factors for the effective operation of clusters:

Figure 2. Features of the Tourist clusters of tourist destinations



Modern economic development and today's practice show that economic systems with a high level of internal competition can provide the highest level of efficiency.

Therefore, competition is a key element of the concept of clusters, which is what distinguishes the cluster from other forms of cooperation.

The interdependence of clusters and competition is manifested in several directions. Intra-cluster competition leads to further expansion of cluster activities and increased efficiency, encourages participants to constantly improve their activities, increase its efficiency and innovative research, geographical proximity of cluster members in turn leads to increased competition.

While the methods of state intervention in economic development have traditionally been based on the imperfection of the market (lack of social and environmental goals, the risk of constant crises), today there is a need to reconsider the scale of state intervention in the economy. One of the promising directions is the reduction of state intervention in the economy, the cluster approach to the establishment of public-private partnerships in the system of economic relations.

Cluster policy involves the implementation of a set of measures of a regulatory nature, aimed at establishing interactions between different participants in the cluster, overcoming barriers to the exchange of knowledge and experience. Local governments play an important role in the implementation of the clustering process. Public policy now plays an extremely important role in supporting emerging clusters or improving the performance of clusters that have been around for a long time.

The establishment of strong links between the participants of the cluster will lead to the transformation of inventions, new developments and technologies into innovations, and innovations - into competitive advantages.

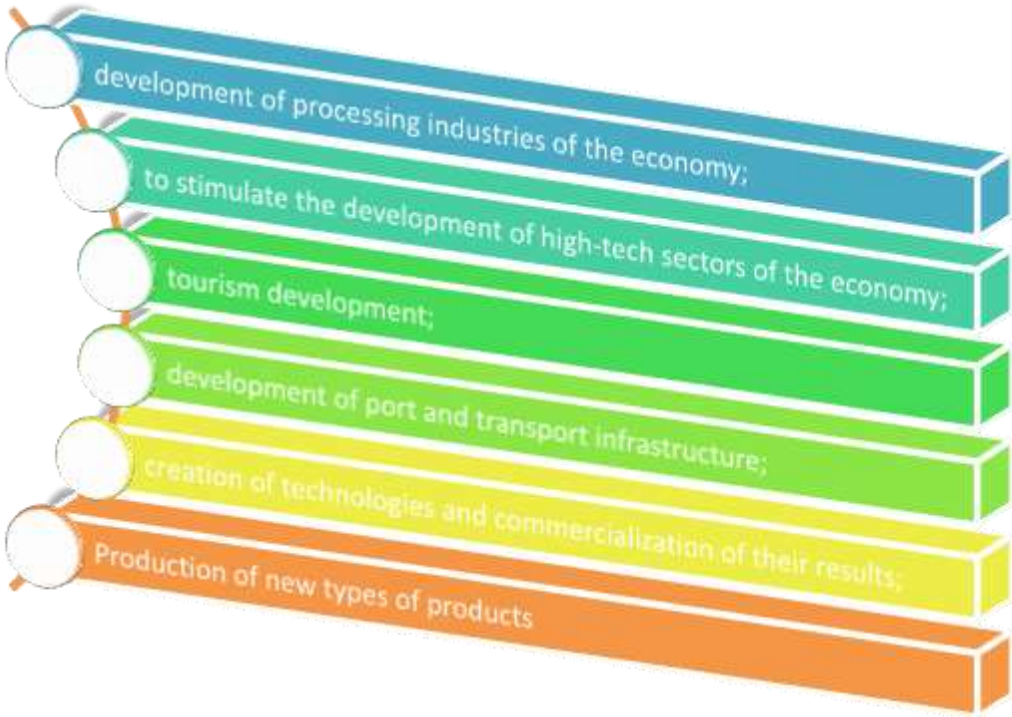
The main goal of the cluster is to find new opportunities in order to increase the production of high value-added products in the industry.

Clusters do not always encourage the development of innovations, and in some cases, when innovation processes are curbed, protective behavior prevails.

“Cluster Initiatives” - projects and programs of active actors (entrepreneurs and specialists) that play an important role in the development and formation of clusters, actively stimulate the development of cluster strategy processes. The emergence of such initiatives, in turn, has led to the consistent introduction of concepts such as "cluster consulting" and "cluster management" in practice today.

A number of researchers pay special attention to the specifics of the tourist and recreational potential of the region in the organization of tourist clusters, they believe that the tourist attractiveness of the region plays an important role in the organization and development of the tourist cluster.

In addition to the fact that a lot of research has been conducted in our country on the practice of clustering, it has also been legally strengthened. According to the Law of the Republic of Uzbekistan "On Special Economic Zones", a cluster is a set of special economic zones of one or more types. According to the document, special economic zones will be established for the following purposes:



The analysis of approaches to the interpretation of the concept of tourist cluster, the views and opinions of economists in this regard, shows that there are a number of shortcomings in defining the concept of tourist cluster:

1. While the main focus on defining the content and essence of tourism clusters is focused on the economic aspects of the organization of tourism clusters, almost no attention is paid to the social, cultural, moral and educational significance of tourism for society;

2. Insufficient attention is paid to the role and importance of the state in the market of tourist clusters and tourism services in general. Most researchers recognize the role of the state only in the development of the market of tourist services. But today, the global economic crisis caused by the coronavirus pandemic has proved that the tourism industry cannot function effectively without the full support of the state;

3. Given the current opportunities of scientific and technological development, the introduction of innovative technologies in the market of tourist services and the development of cluster structures have not been sufficiently studied;

4. When it comes to the nature of tourist clusters, most researchers are mostly limited to a specific area. In addition, the study of the nature of the tourist cluster is based on a narrow approach, which focuses only on tourism activities.

Taking into account the above-mentioned views and comments on tourism clusters, we consider it appropriate to define the concept of a tourist cluster as follows: is a complex of multifunctional characteristics of the market of tourist services and enterprises of related industries, as well as social institutions and institutions, the interaction of which is determined and regulated by the state on the basis of moral and spiritual values.”

Results

Based on the above authorial approach to the tourist cluster, we propose to distinguish between general and specific functions specific to cluster structures.

As result the general functions of the tourist cluster include:

- **Socio-economic**. The development of cooperative relations between the subjects of the tourism cluster structure and the effect of the tourist multiplier will create opportunities for the sustainable development of the regional tourism services market and the rapid growth of regional gross domestic product. At the same time, the situation in the regional labor market will change for the better.
- **Regional development**. overcoming social and economic disparities within the country, ensuring the comprehensive development of territorial structures.
- **Innovative**. In the process of designing and providing tourism and related services, great attention is paid to the use of innovative products and technologies.
- **Supervision**. A high level of control is achieved by controlling the resource base of cluster structures, including tourist attractiveness, financial flows, human capital, and creating an optimal system of accounting.

References

1. Tukhliev, I. S., and S. A. Abdukhamidov. "STRATEGIC PLANNING PROCESSES IN REGIONAL TOURISM IN THE DIGITAL ECONOMY." *CENTRAL ASIAN JOURNAL OF INNOVATIONS ON TOURISM MANAGEMENT AND FINANCE* 2.5 (2021): 22-27.
2. Sobirov, Bobur. "METHODOLOGICAL ISSUES OF ASSESSING AND INCREASING COMPETITIVENESS IN TOURISM." *GWALIOR MANAGEMENT ACADEMY*: 69.
3. Gulmira, Tursunova, et al. "IMPLEMENTATION OF UP-TO–DATE INNOVATIVE APPROACHES IN A COMPETITIVE MERIT OF TOURISM INDUSTRY IN CENTRAL ASIA. THE CASE OF UZBEKISTAN." *Journal of Management Value & Ethics*: 4.
4. Мухаммедов, М. М. (1992). Социально-экономические проблемы материального стимулирования в торговле (Doctoral dissertation, ММ Мухаммедов).
5. Асланова, Д. Х., Саттарова, З. И., & Алимова, М. Т. (2016). Региональный туристский кластер как инструмент повышения эффективности экономики региона. Научный результат. Экономические исследования, 2(1 (7)).
6. Мухаммедов, М. М. (2008). Занятость, уровень жизни и государственное регулирование рынка труда.
7. Alimova, M. T., Nasimov, A. R., & Rakhmonov, S. S. (2020). THE METHODOLOGY OF THE FORMATION OF TOURIST CLUSTERS: THE EXAMPLE OF THE REGIONS OF UZBEKISTAN. PalArch's Journal of Archaeology of Egypt/Egyptology, 17(7), 14462-14475.

8. Мухаммедов, М. М. Сокращение численности трудовых мигрантов и предложения по поводу дальнейшего искоренения трудовой миграции.
9. Alimova, M. T., Obloqulovich, U. T., & Rakhmonov, S. S. (2020). ASYSTEMATIC APPROACH TO THE DEVELOPMEN TO THE REGIONAL TOURISM MARKET. PalArch's Journal of Archaeology of Egypt/Egyptology, 17(7), 14252-14261.
10. Мухаммедов Мурод Мухаммедович, & Турабеков Соҳибжон Шербой Ўғли (2017). Ўзбекистонда иқтисодий ўсиш суръатларини жадаллаштиришнинг янги имкониятлари. Экономика и финансы (Узбекистан), (3), 26-32.
11. Aslanova, D. X., & Alimova, M. T. (2020). METHODOLOGY FOR THE IDENTIFICATION OF TOURIST CLUSTERS: THE EXAMPLE OF THE REGIONS OF UZBEKISTAN. PalArch's Journal of Archaeology of Egypt/Egyptology, 17(6), 14820-14833.